



**DOOR COUNTY TOURISM ZONE
EXECUTIVE COMMITTEE MEETING
Minutes of April 30, 2020- 9:00 a.m.
Teleconference Meeting conducted from Council Chambers
City of Sturgeon Bay - 421 Michigan Street**

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6 **ACTION ITEMS:**

7 **Nelson moved and Weddig seconded to approve the agenda.** Motion carried.

8 **Anderson moved and Weddig seconded to approve the minutes of April 23, 2020 Executive Committee meeting.**
9 Motion carried.

10 **Eliot moved to adjourn; Le Clair seconded.** Motion carried.

11
12 **Committee Members Present by Roll Call:** Josh Van Lieshout, Bryan Nelson, Elizabeth Le Clair, Bill Weddig, Dave
13 Eliot and Fred Anderson.

14 **Also in Attendance:** Kim Roberts/**Administrator DCTZC**, Jack Money Penny/**DDC**, Bud Kalms/**Town of Liberty**
15 **Grove**, Sara Rae Lancaster and Cathy Ward.

16 **Call to Order**

17 Chair Van Lieshout called meeting to order at 9:02 AM from the public location of the City Council Chambers at
18 the City of Sturgeon Bay.

19 Chairmen Van Lieshout asked if there were any comments, correspondence or concerns from the public.

20 There were none.

21 **Approval of the Agenda**

22 **Nelson moved and Weddig seconded to approve the agenda.** Motion carried.

23 **Approval of the minutes of the April 23, 2020 Executive Committee meeting.**

24 **Anderson moved and Weddig seconded to approve the minutes of April 23, 2020 Executive Committee meeting.**
25 Motion carried.

26 **Discussion and consideration of status, updates and/or impact of the COVID-19 pandemic to the Tourism and**
27 **Lodging Industry of Door County.**

28 Van Lieshout updated the Committee with work that has been undertaken by Door County Medical Center
29 "DCMC", industry leaders and Door County Public Health "DCPH". He went on to say there are efforts underway
30 to create standards to clarify expectations for cleaning by industry to reassure tourists that reasonable precautions
31 have been undertaken to know that they are safe. Van Lieshout further detailed the discussion with Brian Stevens
32 of DCMC and that Greg Stillman was assisting with the guidelines for the lodging industry.

33 Nelson said he was happy to hear that the hospital was involved with working on guidelines. He was proud that
34 they have taken that step and felt that it would provide much needed solid ground for lodging providers moving
35 forward.

36 Le Clair expressed frustration and confusion with some of the guidelines that she had reviewed from other states
37 and organizations. She said she was concerned about supplies, turn over times with the new cleaning guidelines
38 and how to make certain steps happen such as cleaning carpets in between stays.

39 Wedding said he agreed with Le Clair. It is confusing to figure out how to make a buffer time between visits,
40 spacing of rooms. He stressed the need for clarity.

41 Eliot said he was interested in seeing how lodging providers will adapt.

42 Anderson expressed thanks to the DCMC and DCPH for their work. He went on to say that it is going to be
43 interesting. He expressed some of his thoughts of how his own property is looking to adapt. He added that there
44 was a lodging group meeting tomorrow along with Stillman to have a conversation about potential guidelines. He
45 stressed over the next few days things will become clearer.

46 Van Lieshout discussed that his hope was that the guidelines would be doable while providing efficacy, but he
47 stressed that they have to be obtainable for the lodging provider. He went on to discuss the enforcement of
48 Emergency Order 28 and the expectations of law enforcement. He stressed that the Governor's order does not
49 prohibit travel and it is up to the traveler to determine if their travel falls within the essential travel guidelines. He
50 added that lodging providers are an essential business. He reminded everyone that if law enforcement were
51 forced to respond and issued citations it would not be good for the image of Door County.

1 Le Clair shared that she had received a vigilante call from a concerned citizen who believed she was engaging
2 in lodging to non-essential travelers. She added that there was an assumption that because she had cars in her
3 lot during the day that she was offering lodging. She noted that it was her employees doing spring cleaning and
4 if this person had looked at her property at night, there are no cars.

5 Van Lieshout said the City of Sturgeon Bay had issued a press release addressing the very same issues. He added
6 that there is not a lot for the Commission to respond to. People can and will have legitimate reasons to travel; this
7 issue is very nuanced and difficult to message.

8 Anderson expressed his apologies that Le Clair went through the trouble. He added we need the message to
9 spread that the standards have been established and then it will be up to each property to decide where they fit
10 within the matrix.

11 Eliot said he agreed with Anderson. He added that there was a new Facebook group called @ Open The Door
12 Business Initiative. The goal of the group, which includes all the industries, is to express how each industry plans to
13 keep visitors safe through messaging.

14 Weddig inquired if anyone had heard anything about the status of pools.

15 Anderson shared his conversation with his insurance adjuster.

16 Le Clair noted that so much does not make sense; we need answers.

17 Nelson added that this is going to be difficult. He noted that he will be making adjustments similar to Anderson.
18 He stressed that the cleaning standards and compliance are going to be essential.

19 Van Lieshout thanked everyone for their comments. He went on to say that he felt that he had a good sense of
20 what was needed to communicate to Stillman and DCMC. He added that he understood the need to have clarity
21 and consistency.

22 Money Penny said that Destination Door County issued a video last week that had 50,000 views to date called,
23 "Pause Now, Play Later" which had proved to be a great way to talk to visitors. Next up, he said, is a video of
24 locals talking to visitors. Money Penny went on to say that Jarosh is on the committee with the DCMC and has
25 expressed how quickly things are moving. He added that he is concerned that the state could issue standards
26 and as different standards start popping up, whose will we follow, he asked. State or local, he asked. He added
27 that he will have more on updated messaging next week.

28 Kalms added in addition to the health issues they are watching the water level. He added that there is not much
29 of the beaches left and the boat ramps could be totally under water. He stressed that they are watching this
30 closely.

31 Ward said she agreed with Money Penny and shared the concern of multiple sets of guidelines.

32 Lancaster added that she was on the call to listen as she was newly appointed to the position for the Town of
33 Gibraltar.

34 Van Lieshout welcomed Lancaster.

35 **Discussion regarding matters to be placed on a future agenda or referred to a committee, official or employee.**

36 Van Lieshout asked if we should meet next week.

37 Nelson felt the meeting was valuable, we should meet.

38 Le Clair agreed.

39 Weddig agreed and was in favor of meeting and hoped for more answers.

40 Eliot felt we should meet next week, especially if standards are discussed.

41 Anderson agreed.

42 Van Lieshout called the meeting for next Thursday May 7th, 2020 at 9 AM. He asked Roberts to extend Stillman an
43 invite to the meeting.

44 **Adjournment**

45 **Eliot moved to adjourn; Le Clair seconded.** Motion carried.

46 Respectfully submitted,

47 Kim Roberts
48 Administrator